

THE LIQUID FACE POWDER

Will Not Rub Off

# Derma Viva

## A Great Three Days' Sale of Toilet Requisites Featuring the Marvelous Liquid Face Powder, Derma Viva

By special arrangement with the manufacturers, we are enabled to offer Derma Viva—for three days only—for only 29c a bottle. The regular price is 50c. We do this because we want every woman in El Paso to know, by personal experience, the wonderful results to be obtained from using this splendid lotion. We feel certain that after one trial you will become a firm believer in the merits of Derma Viva.

The prices noted below are for tomorrow, Monday and Tuesday—except in the case of Extra Specials advertised for Saturday only.

### Derma Viva is Quickly Applied--Is Invisible--Will Not Rub Off--Whitens the Skin at Once

Derma Viva is a delightful toilet preparation—a liquid powder that is absolutely invisible and will not rub off. It is used instead of face powder, gives the same effect, but will not show as does face powder. It whitens the skin at once, a single application being most effective. Red, brown or dark complexion—face, neck, arms and hands—made a beautiful milky white by the use of this wonderful beautifier.



Regular 50c Bottles of  
Derma Viva Tomorrow,  
Monday and Tuesday

## 29 cents

This special introductory price is made to enable every woman who appreciates a sterling toilet necessity to test the marvelous results of this liquid powder and face lotion.

If the hands or arms have become brown and dark from wearing short sleeves, if the neck is streaked from wearing a collar, purchase one bottle of Derma Viva and note the marvelous results. Apply with a damp sponge and wipe dry. The skin at once becomes beautifully white, the oily look is gone and the skin is as clear as an infant's. There is positively no powdery look—nothing to show but a clear, white complexion.

### Three Days' Sale of Face Powders

25c Woodbury's Face Powder.....	17c
25c Sanitol Face Powder.....	16c
25c Bradley's Face Powder.....	15c
25c Pinaud's Face Powder.....	17c
25c Saffin Skin Face Powder.....	16c
25c Dresden Face Powder.....	17c
25c Melba Face Powder.....	18c
25c Lavin Face Powder.....	17c
25c Lazell's Face Powder.....	15c
25c Tetlow's Face Powder.....	19c
25c Roger and Gallet's Rice Powder.....	20c
25c Elmo Sisters Face Powder.....	20c
50c Dorin's Ziska Face Powder.....	33c
50c Pozzoni's Complexion Powder.....	36c
50c Pinaud's Face Powder.....	35c
50c Labache Face Powder.....	36c
50c Mme. Ise-Bell's Face Powder.....	36c
50c Geisha Face Powder.....	35c
50c Nadine Face Powder.....	36c
50c Roger and Gallet's Face Powder.....	38c
50c Elcaya Face Powder.....	39c
50c Elmo Sisters Face Powder.....	39c
50c Melba Face Powder.....	39c

### Three Days' Sale of Toilet Soaps

5c Colgate's Turkish Bath Soap.....	4c
5c Colgate's Floating Bath Soap.....	3c
5c Palmolive Soap.....	7c
5c Jap Rose Soap.....	7c
5c Ivory Soap.....	4c
5c Fairy Soap.....	4c
10c Physicians and Surgeons Soap.....	4c
10c Sayman's Vegetal Soap.....	7c
10c Colgate's English Process Bath Soap.....	8c
10c Veridura 4711 Soap.....	7c
25c Opal Glycerine Soap.....	15c
25c Pear's Soap.....	21c
Colgate's Guest Size Cashmere Bouquet Soap.....	14c
Colgate's Large Size Cashmere Bouquet Soap.....	21c
25c Cuticura Soap.....	21c
25c Packer's Tar Soap.....	18c
25c Colgate's Fancy Soap.....	18c
75c Piver's Soap.....	59c
75c Djer Kiss Soap.....	59c
35c bars 4711 Glycerine Soap.....	27c
10c Vantine's Soap.....	6c
10c Tonic Glycerine Soap.....	7c



### Derma Viva is Chemically Pure Being Guaranteed Under the Food and Drug Act. It Has None of the Annoying Effects of Face Powder

Derma Viva is a delightful, pleasing Liquid Powder, absolutely pure.

Derma Viva is used instead of face powder and does not show as such.

Derma Viva gives a milk white complexion, as fine as a baby's skin.

Derma Viva has none of the annoying effects of face powder. It is absolutely invisible.

Derma Viva whitens the skin at once, a single application giving astonishing results.

Derma Viva makes the sallowest complexion clear and bright.

Derma Viva is chemically pure and is guaranteed under the Food and Drug Act.

Derma Viva is a Pore Cleaner, a Liquid Whitener and Beautifier.

Derma Viva is guaranteed to give the highest satisfaction or money refunded.

Derma Viva should be used constantly throughout the year to counteract the destroying influence of wind and sun upon the complexion.

Buy a 50c bottle of Derma Viva during this sale for only 29c.

### Derma Viva is Guaranteed Satisfactory

We are so thoroughly convinced of the excellence of Derma Viva Liquid Powder and Skin Lotion that we will refund the price paid to anyone who is not entirely satisfied with the purchase. Buy a 50c bottle for 29c during this sale, under these conditions.



### Three Days' Sale of Creams and Lotions

50c Vantine's Geisha Cream.....	36c
50c Creme Rheas.....	35c
75c Creme Amens.....	58c
75c Pompeian Massage Cream.....	59c
25c Creme de Meridor.....	16c
25c Sanitol Face Cream.....	16c
25c Elmo Cream.....	19c
50c Morning Dew.....	37c
35c Daggett & Ramsdell's Perfect Cold Cream.....	26c
50c Sempere Givrine.....	35c
50c Malvina Cream.....	36c
50c Krinthe Cream.....	41c
50c Elcaya Witch Hazel Cream.....	41c
50c Dr. Charles' Flesh Food.....	38c
50c Riker's Violet Cerate.....	38c
25c Pond's Extract Vanishing Cream.....	18c
25c Jergen's Benzoin & Almond Lotion.....	20c
25c Holmes Frostilla.....	19c
\$1.50 bottles Oriental Cream.....	\$1.39
25c Colgate's Cold Cream.....	18c
50c Hinds Honey and Almond Cream.....	36c

### Three Days' Sale of Talcum Powders

25c Lehn & Fink's Talcum Powder.....	18c
25c Bradley's Woodland Violet Talcum Powder.....	18c
25c Squibbs Talcum Powder.....	18c
25c Djer Kiss Talcum Powder.....	21c
25c Piver's Talcum Powder.....	21c
50c Mary Garden Talcum Powder.....	38c
15c Riker's Violet Talcum Powder.....	11c
25c Colgate's Talcum Powder.....	19c
15c Vantine's Kutch Sandalwood Talcum Powder.....	12c
15c Babcock's Corylopes Talcum Powder.....	11c
15c Ricksecker's Golf Queen Talcum Powder.....	11c
15c Bradley's Fancita Talcum Powder.....	11c
25c Lazell's Massita Talcum Powder.....	15c
25c Menner's Violet Talcum Powder.....	15c
25c Williams' Talcum Powder.....	15c

### Three Days' Sale of Tooth Powders

25c Dr. Lyon's Tooth Powder.....	18c
25c Dr. Grave's Tooth Powder.....	16c
25c Zosodont Tooth Powder.....	17c
25c Calox Tooth Powder.....	18c
25c Vantine's Tooth Powder.....	18c
35c Colgate's Tooth Powder (family size).....	15c
25c Bradley's Tooth Powder.....	23c
25c Sanitol Tooth Powder.....	16c

### Three Days' Sale of Tooth Pastes

25c Ricksecker's Tooth Paste.....	17c
25c Euthymol Tooth Paste.....	16c
25c Pasteurine Tooth Paste.....	15c
25c Sanitol Tooth Paste.....	16c
25c Colgate's Dental Cream.....	18c
50c Oriental Tooth Paste.....	38c
50c Pebecco Tooth Paste.....	38c
50c Gode Freres Tooth Paste.....	39c
25c Buhfoam.....	18c
25c Sanitol Teeth Liquid.....	16c

### Three Days' Sale of Toilet Waters

25c size Colgate's Toilet Water.....	21c
50c size Colgate's Toilet Water.....	39c
75c size Colgate's Toilet Water.....	59c
\$1.00 size Piver's Toilet Water.....	73c
\$1.50 size Piver's Toilet Water.....	\$1.23
25c size Lazell's Toilet Water.....	17c
50c size Lazell's Toilet Water.....	41c
50c size Ricksecker's Toilet Water.....	39c
75c size Ricksecker's Toilet Water.....	66c
\$1.00 Vantine's Toilet Water.....	74c

### Three Days' Sale of Tooth Brushes

25c Kleenwell Tooth Brushes.....	21c
35c Kleenwell Transparent Tooth Brushes.....	29c
25c Pro-phy-lac-tic Tooth Brushes.....	29c
15c Bone Handle Tooth Brushes.....	11c
50c Fancy Bone Handle Tooth Brushes.....	38c

**Extra!** **Extra!**  
Houbigant's Ideale Perfume, in bulk, sells regularly for \$2.50 per ounce; Extra Special Saturday only, per half ounce..... **95c**  
(Limit one-half ounce.)

**Extra!** **Extra!**  
"Mary Garden" Bulk Perfume, worth \$2.50 an ounce; Extra Special..... **\$1.90**  
(Limit one ounce.)



Regular  
50c  
Bottles  
of  
Derma  
Viva  
During  
This  
Sale  
**29c**

**EXTRA!** **EXTRA!**  
Hughes "Ideal" rubber cushion hair brushes, sell regularly for \$1; Extra Special Saturday only..... **69c**

**EXTRA!** **EXTRA!**  
LAMBERT'S LISTERINE—  
Regular 25c bottles for..... **10c**  
Regular 50c bottles for..... **35c**

### Thousands of Women Use Derma Viva

Thousands of women the country over use and recommend Derma Viva. And we are sure the women of El Paso will appreciate this wonderful beautifier, using it regularly when they recognize the marvelous results obtained from one application. 50c bottle for 29c during this sale.

**EXTRA!** **EXTRA!**  
Dorin's Brunette Rouge, regular price 50; Extra Special..... **33c**

**EXTRA!** **EXTRA!**  
Large size Turkish wash cloths, also initial wash cloths; regular 15c; Extra Special..... **10c**

**EXTRA!** **EXTRA!**  
Colgate's Rapid Shave Powder, regular price 25c; Extra Special..... **17c**

**EXTRA!** **EXTRA!**  
WHITE HOUSE PEROXIDE—  
Regular 10c bottles for..... **5c**  
Regular 15c bottles for..... **10c**  
Regular 25c bottles for..... **15c**

**EXTRA!** **EXTRA!**  
Imported Castile Soap is an Extra Special at, per cake..... **5c**

**EXTRA!** **EXTRA!**  
Aer-Cel wash cloths—knit, not woven—regular price is 5c each; Extra Special..... **3c**

**Extra!** **Extra!**  
Regular \$5.00 bottles of Coty's French Toilet Waters—Mignon, Lily of the Valley, L'Origan, Violette, Pourpre and Jacqueminot odors; Extra Special..... **\$3.75**

Regular  
50c  
Bottles  
of  
Derma  
Viva  
During  
This  
Sale  
**29c**



### Three Days' Sale of Bulk Perfumes

Regular 50c-an-ounce Bulk Perfumes at, per ounce.....	38c
Regular 75c-an-ounce Bulk Perfumes at, per ounce.....	58c
Regular \$1.00-an-ounce Bulk Perfumes at, per ounce.....	70c
Regular \$1.50-an-ounce Bulk Perfumes at, per ounce.....	95c
Regular \$2.00-an-ounce Bulk Perfumes at, per ounce.....	\$1.58
Regular \$2.50-an-ounce Bulk Perfumes at, per ounce.....	\$1.90

### Three Days' Sale of Hair Brushes

Regular 25c Hair Brushes.....	19c
Regular 50c Hair Brushes.....	38c
Regular 75c Hair Brushes.....	59c
Regular \$1.00 Hair Brushes.....	69c
Regular \$1.50 Hair Brushes.....	\$1.19
Regular \$2.00 Hair Brushes.....	\$1.49
Regular \$2.50 Hair Brushes.....	\$1.89

### Upon Request---

WE WILL GLADLY DEMONSTRATE THE MERITS OF DERMA VIVA LIQUID POWDER AND SKIN LOTION.

## THE WHITE HOUSE

CORRECT DRESS FOR WOMEN

"The Store of Service"

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